



# Message Wheel

**Expose** - *reACT* exposes the deceptive marketing practices used by the tobacco industry, or corporate tobacco.

- Corporate Tobacco targets teens
- Corporate Tobacco adds harmful chemicals to cigarettes and chew
- Tobacco kills more people than alcohol, AIDS, murder, drugs, car crashes, and suicide combined

**Empower** - *reACT* is about empowering young people to stand up against corporate tobacco and advocate for change.

- We use activism - any action that seeks to bring about change
- We use facts to educate other youth about corporate tobacco

We work with other youth and lead by example

*reACT! Against Corporate Tobacco* is a movement for teens and by teens in Montana that exposes the truth behind the tobacco industry's lies and empowers young people to take action and create change.

**Understand** - *reACT* is not against tobacco users, it's about

getting people to understand how the tobacco industry manipulates people into using tobacco and getting hooked.

- It's not us vs. tobacco users-our energy is spent on the tobacco industry
- Our message is not about the health effects of tobacco

**Get more info** - There are plenty of ways to learn more about *reACT* or get involved!

- Email [mtreact@mt.gov](mailto:mtreact@mt.gov) or call 444-7896 for more information!
- Visit us on the web at:  
[www.reactmt.com](http://www.reactmt.com)

